

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 00519 301341Z

43

ACTION EUR-12

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----- 094751

R 301320Z JAN 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 3822
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 519

FOR BIC/OIM: CAYA/PETER

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: ELECTRONICS PPROD. & TEST SHOW. PROCUREMENT

REF: USBC 1099

HARRY HANSSON OF WEGESONIC INDUSTRIELEKTRONIK PRODUKTER
AB REPRESENTING ULTRASONIC INSTRUMENTS DECLINES PARTICI-
PATION SUBJECT SHOW.

FYI: HANSSON CONSIDERS QUOTE A WASTE OF MONEY EXHIBITING
ULTRASONIC EQUIPMENT AT ANY FAIR IN SWEDEN AT PRESENT
TIME UNQUOTE. MR. HANSSON SAYS MARKET WAS GOOD AROUND
3 YEARS AGO, BUT PRACTICALLY ALL LIKELY CUSTOMERS HAVE
BEEN EQUIPPED, FINDING NEW CUSTOMERS IS DIFFICULT.

HANSSON AGREED THAT UPSWING IN DEMAND MAY OCCUR IN
AROUND 3-5 YEARS TIME WHEN ORIGINAL BUYERS FIND NEED
TO RENEW OR UPDATE THEIR FIRST ULTRASONIC
PURCHASES. HANSSON CLAIMS HIS OPINIONS STRENGTHENED
BY DISCUSSIONS AT FAIRS WITH TRADE COMPETITORS,
E.G. BRANSOAS AGENT IN SWEDEN.

STRAUSZ-HUPE

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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